

Attitude dan Purchase Intention terhadap Halal Branding pada Produk Non-Food = ttitude and Purchase Intention Towards Halal-Certified Non-Food Product - Halal Lifestyle Phenomenon

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Abstrak

Halal lifestyle meluas dari sektor makanan ke sektor non-food. Beberapa produk non-food menjadi pelopor sebagai 'produk bersertifikasi halal pertama' dalam kategorinya. Penelitian ini melihat attitude dan purchase intention terhadap halal branding pada produk non-food, dengan menggunakan theory of reasoned action. Penelitian kuantitatif ini diuji pada wanita milenial melalui survei online dan LISREL dengan Structural Equational Model (SEM). Model ini menilai pengaruh religiosity, knowledge, subjective norm, dan product quality terhadap attitude; serta pengaruh attitude terhadap purchase intention. Hasilnya menunjukkan efek signifikan pada attitude terhadap purchase intention, juga efek signifikan pada hubungan antara religiosity, subjective norm, dan product quality terhadap attitude

.....The Halal lifestyle's prominence extends from food to non-food sectors. Some non-food products become the pioneers as 'First Halal-Certified' in their category. This research investigates purchase intention for halal branding in non-food products using the theory of reasoned action. This quantitative research tested on millennial women via online surveys and LISREL to analyzed Structural Equational Model. The model assesses religiosity, knowledge, subjective norms, and product quality on attitude; and the effect of attitude on purchase intention. The results show significant effect on attitude towards purchase intention, also significant effect for relationships between religiosity, subjective norm, and product quality towards attitude.